

PERSONAL THANKS
FROM MILTON
BRADLEY FOR
TRYING THIS
PRODUCT. NOW IF
YOU LIKED — OR
DISLIKED — IT,
WILL YOU TELL US
ABOUT IT?

We at Milton Bradley are always interested in learning more about the purchasers and users of our products, because we feel that by knowing our consumers better we can continue to make products to satisfy them. In fact, you may be interested to know that all our games and toys are pre-tested by members of the public before we consider putting them on the market — all part of our effort to make quality products for the whole family.

So we'd appreciate it if you would take a few minutes to answer the questions on the back of this form and mail it back to us.

Thank you very much, and happy game-playing!

#4850

PLACE
STAMP
HERE

JEAN LEWIS
P.O. Box 2888
Milton Bradley Company
Springfield, MA 01101

SIMON WARRANTY REGISTRATION

#4850

Name: _____

Street: _____

City: _____ State: _____ Zip: _____

1. Please check: 1 Male 2 Female 1 Single 2 MarriedYour age: _____ Ages of your children; if any: Sons: _____
Daughters: _____2. The *purchaser* of this product:1 Me or 2 Someone else (Age: _____ Sex: _____ Relationship: _____)3. The *recipient* of this product:1 Me or 2 Someone else (Age: _____ Sex: _____ Relationship: _____)

4. Please check any of the following factors that influenced the purchase of this product (Check all that apply).

1 It was recommended5 TV Advertising2 Played with it before6 Magazine/Newspaper articles3 Store display7 Someone requested it:4 Manufacturer's name

(Age: _____ Sex: _____ Relationship: _____)

5. Where was this product purchased?

Store name: _____ Price: _____

6. Have you or any member of your family seen a TV commercial for this product?

1 Yes 2 No

7. Would you recommend this product to friends?

1 Yes 2 No

8. Do you have any other electronic games?

1 Yes 2 No If yes, which ones: _____

9. Any comments about this game? _____

10. Based on your experience with Simon, would you purchase Super Simon?

1 Yes 2 No 3 Possibly

Why? _____

11. Please indicate the range of your total family income for the last calendar year (OPTIONAL).

1 Under \$10,0004 \$20,000 - \$24,9992 \$10,000 - \$14,999 -5 \$25,000 - \$34,9993 \$15,000 - \$19,9996 \$35,000 - +

Our customers' opinions are very important to us. May we call on you in the future to take part in our on-going consumer research?

1 Yes Phone # (_____) 2 No

MOISTEN HERE, SEAL AND MAIL